

## ABSTRACT OF DISCLOSURE

A non-contact developing type image forming apparatus has Y, M, C and K developers consecutively disposed to attach color toner consecutively onto a photosensitive medium, each of the developers has a developing roller and a supply roller; a power supply to selectively supply power to each of the developing rollers and the supply rollers; and a controller to control the power supply so that a potential difference is generated between the developing rollers and the supply rollers such that the potential difference is consecutively generated at the Y, M, C and K developers. Shock caused by impact between the developers and the photosensitive medium is not generated since the toner can be consecutively attached to the photosensitive medium without moving the Y, M, C and K developers.